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December 11, 1998

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

DEC 11 1998

95-155

Ms. Anna M. Gomez
Chief
Network Services Division
Common Carrier Bureau
Federal Communications Commission

Common Carrier Bureau
Network Service Division
Office of the Chief

Dear Ms. Gomez:

Pursuant to your letter dated November 24, 1998 the following explains the process (Pacific Bell RespOrg ID - PC), completed for the 888 number right-of-first refusal process.

Beginning July 20, 1998, Pacific Bell sent out 3500 letters to its Toll Free Customers (Business), requesting a response to a letter they received in 1996 and asking if they would like to reserve an 888 Toll Free Number matching their existing 800 Toll Free Number. A copy of the 1998 letter is attached for your convenience. The 1998 letter specifically stated that in order to reserve their 888 number customers must fax or mail their responses to the Toll Free Service Center by August 21, 1998.

For the customers' convenience, Pacific Bell attached a postage paid envelope for their responses and a Toll Free Number to call with questions.

Customers were notified that if these steps were not taken their previously requested matching 888 number would be available to the general public.

Upon receipt of the signed releases the reserved 888 numbers were recorded on disks that were sent to (Database Service Management Inc.) DSMI for processing. The response rate to this letter was less than 5.5%. Only the positive responses were recorded.

In addition, 2% of the 1998 letters were returned or undeliverable.

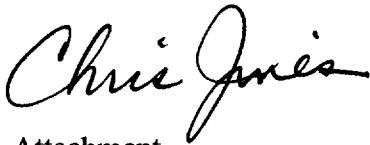
In order to ensure customers understood their options, and to provide answers to any questions, Pacific Bell dedicated one employee to make follow-up calls to all non respondents of the letter. The responses from these calls ranged from customers were no longer in business, an effected change in RespOrg, discarded or disregarded the letter, no need for a matching 888 number, changed their business number, no answer or forwarding number and disconnected number.

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In our original response to DSMI, Pacific Bell only marked the column for positive responses to the July 20th letter. As a corrective action Pacific Bell will send a new disk to DSMI indicating negative responses received pursuant to the personal follow-up calls. Upon request we can provide the list of the 3500 customers who were contacted.

Please call me at 202-326-8879 if you have questions or need any additional information regarding this subject.

Sincerely,

A handwritten signature in cursive script that reads "Chris Jones". The signature is written in black ink and is positioned above the word "Attachment".

Attachment



Dear Toll Free Service Customer,

Please take a minute to read this important information:

On January 25, 1996 the Federal Communications Commission ("FCC") issued a Report and Order addressing the protection of vanity numbers in the 888 series. Vanity numbers generally spell out easily remembered words or numbers (e.g., "1-800-CAR-LOAN" or "1-800-444-5555")*.

The FCC agreed to give existing 800-number subscribers the opportunity to subscribe to the matching 888 number. In accordance with this order, we contacted you as a 800 toll-free customer in 1996 to confirm your reservation of the matching 888 number. The requested numbers were then held in reserve and were unavailable to any users until now.

The FCC made a decision to "release" these reserved 888 numbers, and allow the customers who requested them to confirm their reservation and obtain them for use.

To take advantage of the release, please sign and return the agreement below, by August 21, 1998.

If you do not take these steps, Pacific Bell will be required to allow the 888 number you previously requested available to the general public.

You will be charged for your new 888, in approximately 8 weeks.

Please note that the FCC also determined that future toll-free number releases, such as the new 877 area code will operate on a first-come/first served basis.

Simply fax the attached reply card to us at 1-888-302-0002 or mail it in the enclosed envelope. If you have questions please call your Toll Free Account representative at 1-888-558-0550. Thank you for your continued business with Pacific Bell.

Sincerely,

Pacific Bell
Toll Free Service Team

* These numbers are only used as examples and are not intended to refer to existing numbers or customers.

888 Toll Free Service Agreement

☐ **YES!** Please institute my 888 Toll Free number.
I understand that there will be charges
associated with these services.

Please print:

Name _____

Title _____

Signature _____

Verify your 888# _____



Call 1-888-558-0550 or fax reply card to 1-888-302-0002, now!